



BIKE SHARE

# November 1 - November 30 2019 Tempe Report



GRID Bike Share is Operated By:



# Table of Contents

System Snapshot	3
Membership	4
Trips	5
Station Performance	6
Environmental Impact	8
Maintenance & Rebalancing Operations	9
Customer Service Reporting	10
Financial Summary	11
Marketing Summary	12
Weather	13

# System Snapshot

**Table 1**

Stations/Bikes	Full System	Tempe Only
Active Regular Stations	114	32
Active Virtual Stations	8	4
Active Bikes (averaged over the month)	703	N/A
Trips		
Total Trips	3,055	1,298
Trips Per Day (average)	102	43
Utilization Rate (trips per bike per day)	.14	.06
Active Members		
Total Membership	34,962	N/A
Monthly/Yearly Plans	668	N/A
Pay-As-You-Go & 7 Day Plan	33,379	N/A
Revenue		
Total Revenue	\$11,061.82	\$2,423.83
Maintenance/Customer Service Activity		
Total CS Cases Created	125	N/A

Due to current limitations in the Social Bicycles data tracking software, not all GRID system data can be split by city. Trip data for each city can be extrapolated by using data from trips started inside a specific system area (in this case the Tempe system area). Unfortunately membership and customer service data as well as some trip data are not linked to the location of a user's first sign-up or home system area at this time and therefore this city-specific data shows as N/A in this report.

## Membership

**Table 2: Active Members (Full System)**

Membership Type	New Sign Ups	Total Active Members
Student	9	153
Monthly	22	241
Annual	1	147
Other	2	101
Pay As You Go	499	34,214
7 Day Pass	90	106
<b>TOTAL</b>	<b>623</b>	<b>34,962</b>

## Trips

**Table 3: Cumulative Trips Per Day of the Week - November (Tempe Only)**

M	T	W	Th	F	Sa	Su
183	185	159	147	241	220	163

**Table 4: Trip Initiation Method (Tempe Only)**

Mobile	470
Keypad (manually entered)	815
Keypad RFID Card	5
Website	8

**Table 5: Trips**

	Nov(Full Sys)	YTD	Tempe Only	YTD
Total Trips Taken	3,055	49,221	1,298	18,941
Total Miles Ridden	5,557	79,823	2,497	31,692
Avg Trip Distance	1.8	1.6	1.9	1.7
Avg Trip Time	14:55	21:52	14:28	23:47
Avg Weekday Trips	96	212	44	57
Avg Weekend Day Trips	115	229	43	52
Holds	203	2,987	N/A	N/A
Ended out of Hub	689	15,118	298	7,667
Ended out of System Area	21	347	8	124

*Determining the start area of a trip with a Hold is currently not possible due to limitations in the Social Bicycles tracking software. Therefore, the count of holds is only displayed as a part of the "full system".*

**Table 6: Trip Stats by Member Type (Full System)**

Member Type	Nov. Trips	%	Trips YTD	% YTD
Pay-as-you-go	1,253	41%	18,280	37%
7 Day Pass	289	9%	3,532	7%
Annual	323	10%	3,486	7%
Monthly	356	12%	6,047	12%
Student	658	22%	12,515	25%
Other	176	6%	5,361	11%
<b>TOTAL</b>	<b>3,055</b>		<b>49,221</b>	

**Table 7: Trip Stats by Member Type (Tempe Only)**

Member Type	NOV. Trips	%	Trips YTD	% YTD
Pay-as-you-go	551	42%	7,500	40%
7 Day Pass	107	8%	1,182	6%
Annual	116	9%	504	3%
Monthly	80	6%	1,105	6%
Student	440	34%	7,468	39%
Other	4	1%	1,182	6%
<b>TOTAL</b>	<b>1,298</b>		<b>18,941</b>	

*Friday November 8th was the highest day for regional ridership with a total of 143 trips taken. For trips originating in the Tempe service area, Friday November 8th was the top day for ridership with 75 trips taken.*

## Station Performance

**Table 8: Regional Station Performance**

Top 10 Origin/Destination Stations	Total In/Out	Bottom 10 Origin/Destination Stations	Total In/Out
P106: 1st St / Washington St	187	T23 Escalante Center	0
T16 Apache Blvd / Rural Rd	180	M104 Macdonald / 1st St (Museum of Natural History)	0
P129 5th St / Roosevelt St	162	M119 5th St. and Hibbert (Escobedo Park)	0
T14 College Ave / University Dr	159	P177 Indianola Ave / 3rd Street	0
P124 3rd St / Taylor St	157	M125 Main St. and Hibbert	0
T17 Tempe Beach Park	144	M123 1st Place and Date St.	0
T20 Tempe Center for the Arts	127	M121 2nd Ave. and Center	0
T21 Forest Ave/ Lemon St. (Gammage)	119	ASU Orange St - S McAllister Mall (Virtual Hub)	0
P139 Central Ave / Vernon Ave	117	M122 462 N. Drew St. (Drew Community Park)	0
T01 5th St / Forest Ave	115	M105 Robson / 1st St (i.d.e.a. Museum)	0

**Table 9: Tempe Station Performance**

Trips started and ended at each station in the Tempe service area

Station Name	Racks	In	Out	Total	Low [%]	Full [%]
T16 Apache Blvd / Rural Rd	15	82	98	180	1.36	0
T14 College Ave / University Dr	15	77	82	159	0	3.47
T17 Tempe Beach Park	25	75	69	144	0	0
T20 Tempe Center for the Arts	10	57	70	127	0	10.47
T21 Forest Ave/ Lemon St. (Gammage)	20	61	58	119	0	0
T01 5th St / Forest Ave	25	52	63	115	0	0
T11 University Dr / Mill Ave	20	60	53	113	0	0
T26 ASU Memorial Union	25	54	54	108	0	0
T27 McAllister Ave / Apache Blvd	25	51	57	108	0	0
T29 Tempe Town Lake Marina	9	34	43	77	0	0
T18 Neil Giuliano Park	15	33	43	76	0	0
T31 5th St / Mill Ave	15	39	37	76	0	0
T03 Rural Rd / Terrace Rd	11	29	41	70	0	0
T05 McClintock Dr / Apache Blvd	15	34	34	68	0	0
T15 8th St / Dorsey Ln	10	33	34	67	0	19.17
T19 Kiwanis Park	15	29	32	61	0	0
T28 Rio Salado Pkwy / Mill Ave	15	30	31	61	0	0
T24 Westside Center	10	22	32	54	0	0
T25 University Dr. / ASU Student Housing	25	21	26	47	0	0
T04 Apache Blvd / Dorsey Ln	10	20	26	46	0	0
T02 3rd St / Mill Ave	9	8	22	30	0	0
T32 North Tempe Multigen Center	10	19	11	30	0	5.82
ASU Goldwater Ctr. for Science - Tyler Mall (Virtual Hub)	8	17	13	30	69.77	0
T30 Evelyn Hallman Park	10	13	13	26	0	72.63
T10 Washington St / Priest Dr	9	10	15	25	0	0
ASU Coor Hall - S Forest Mall (Virtual Hub)	15	16	8	24	0	0
T09 Washington St / Center Pkwy	10	11	10	21	0	0
T13 College Ave / Apache Blvd	10	7	9	16	0	0
T12 Rural Rd / Southern Ave	10	8	7	15	0	0
T06 McClintock Dr / Rio Salado Pkwy	10	6	5	11	0	0
T22 Baseline Rd / Priest Dr	10	2	3	5	0	0
T07 Smith-Martin / Apache Blvd	10	0	4	4	0	0
T08 Apache Blvd / Price Rd	15	1	1	2	0	0
ASU Hayden Library - Cady Mall (Virtual Hub)	15	2	0	2	84.38	0
T23 Escalante Center	25	0	0	0	0	0
ASU Orange St - S McAllister Mall (Virtual Hub)	10	0	0	0	100	0

## Environmental Impact

**Table 10**

	Full System	YTD	Tempe Only	YTD
Calories Burned	222,280	3,192,920	99,880	1,267,680
Carbon Offset	4,890 lbs	70,844 lbs	2,197 lbs	27,889 lbs

*\*Calorie calculation is based on a Wisconsin State Health Department study that assumes cyclists burn an average of 40 calories per mile.*

*\*Carbon offset calculation is based on an EPA source that states automobiles emit an average of .88 lbs of CO2 per mile and an assumption that the trip was taken in lieu of driving a car the same distance.*



## Maintenance & Rebalancing Operations

**Table 11: System-Wide Operations Data**

	System Wide	Tempe
Average number of bikes in service each day	703	N/A
Bikes inspected in field	792	277
Bicycles repaired	148	31
Average bike repair time	30 min	30 min
Bikes lost or stolen this month	16	5
Graffiti Cleaned	1	0

**Table 12: Reported Repairs/Issues (Full System)**

	Type of Issue	November	YTD
1	Other	226	2,327
2	Seat	7	79
3	Shifting/Pedaling	6	86
4	Lock	16	304
5	Keypad	53	588
6	Brakes	3	53
7	Flat Tire	16	387
8	Lighting	7	66
9	Frame	0	35
	<b>Total</b>	<b>334</b>	<b>3,922</b>

## Customer Service Reporting

**Table 13**

The top customer service contact category for the GRID system in November was Member Inquiries

Reason For Contact	November Created Cases (Full System)	YTD
Member Inquiries	38	354
Billing	8	176
Account Management	7	159
Bike Issue	32	268
Charges	24	218
General Education	10	130
Operations	5	105
Sign Up	1	32
Hub Request	0	17
Partnerships	0	22
New Program Request	0	1
<b>Total CS Cases Created</b>	<b>125</b>	<b>1,522</b>

**Table 14: Customer Service Responsiveness (Full System)**

Time of call/email request	
Avg time to answer	38 sec
Avg duration of call	3:51 min

**Table 15: Agreed Service Levels for Operations within the Tempe System Area**

	Performance Metric
System operations fully operational (%)	100%
All stations fully operational (%)	100%
Bicycles fully operational (%)	82%
Website fully operational (%)	100%
Backend servers fully operational (%)	100%
Avg response time this month (technical issues, breakdown)	30 minutes

Operations staff have been dealing with the ongoing issue of intermittent connection issues on bikes across the GRID system. Connection issues can occur due to a glitch in the bikes controller unit, low battery or issues with the software or hardware. Some connection issues resolve themselves while others require staff to flag the bike for repair. A controller losing connection can result in the inability for a user to rent a bike, an inaccurate GPS location and erroneous charges for a user. Operations staff monitors these connection issues on an ongoing basis and aim to resolve them quickly.

## Financial Summary

**Table 16**

Revenue Category	Full System	% of Total	Tempe Only*
Membership Fees	\$5,445.00	49%	N/A
Ride Fees	\$4,714.81	42%	\$2,027.37
Out of Hub Fees	\$1,082.00	10%	\$594.26
Out of System Area Fees	\$280.00	3%	N/A
Rider Bonuses Given	-\$460.00	-4%	-\$197.80
<b>TOTAL</b>	<b>\$11,061.81</b>		<b>\$2,423.83</b>

*Data has not been audited and is only to be used as an approximation of Gross Revenue*

*\*Fees specific to the Tempe system are reported by SoBi as a combination of both out of hub and out of system area fees. The Tempe fees include all fee balances accrued by users in the month regardless of whether the charge was actually executed that month.*

## Marketing Summary

**Table 17: Social Media**

Social Media Outlet	Followers	Impressions
Facebook	2,711 (+6)	904
Twitter	1,572 (-9)	5,146
Instagram	114 (+12)	878

**Table 18: Events**

Event Name	City	Date
Tempe Town Lake 20 Year Celebration	Tempe	November 9th
ASU homecoming block party	Tempe	November 23rd

## Weather

**Table 19** (Source: [www.wunderground.com](http://www.wunderground.com))

NOV	high	low	avg	Precip. sum
1	79	47	64.2	0
2	87	54	69.7	0
3	85	61	71.9	0
4	85	59	71.6	0
5	88	61	74.6	0
6	84	66	73.2	0
7	86	63	74.2	0
8	88	65	76.4	0
9	85	62	73.8	0
10	86	62	75	0
11	86	64	74.4	0
12	81	63	71.2	0
13	79	58	67.5	0
14	81	57	68.2	0
15	84	58	70.8	0
16	80	59	68.5	0
17	85	55	70	0
18	84	56	69.3	0
19	76	58	63.8	0
20	67	56	61.4	0.35
21	61	53	55.9	0.32
22	64	51	57.1	0.17
23	72	49	59.9	0
24	73	51	60.6	0
25	67	50	58.1	0
26	60	46	53.6	0
27	68	45	56.5	0
28	69	57	62.4	0
29	62	47	52.1	0.4
30	58	43	50.8	0.31